

APPLICATION OF LENS MODEL IN MEASURING RESPONSES OF URBAN
SCULPTURE BETWEEN DESIGNERS AND NON-DESIGNERS

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Dedicated to
My lovely husband, Hassan

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ABSTRACT

Public art as an element of urban project is created, selected and located in public spaces by designers. Being in a public domain, another group, which have an interest for public art, is the lay-public or the non-designers. The differences, which do exist between the aesthetic appraisal of designers and non-designers, have created a disparity of affinity for public art. This study compared the similarities and dissimilarities of preference and emotions of designers and non-designers for 24 colored photographs of urban sculptures as public art in Tehran. It examines which symbolism, physical, and conceptual properties of urban sculptures are associated with the global impressions and affective responses of the two groups. "Affect Grid" as a single item instrument was used to measure the emotional expressions of the respondents with two dimensions of 'pleasure' and 'arousal'. The inferential processes of the research findings were described through the Brunswiks' "Lens Model" to conclude which variables contribute to each group's appreciations. As previous studies have shown, this study confirms that there are significant dissimilarities between the evaluation responses of both groups. The divergences of the two groups were derived from the overall definition of research variables. Although there is correlation between two groups in some of the research variables, they did not define the variables in the same way. The result was used to explore the extent of disparities between designers and non-designers agreement in utilization of research cues. Traditionally, there is a suggested element of homogeneity in design decision-making among designers but this study showed that the designers are more heterogeneous than non-designers group in appraisal of urban sculptures. Since the basis of the disagreements between both groups is related to different meanings of research variables for each group, this research suggests that using pictorial instruments are more appropriate for this kind of measurement.

ABSTRAK

Sebagai elemen projek perbandaran, seni awam direka oleh perekabentuk, dipilih dan diletakkan dalam ruang awam. Oleh kerana seni awam terletak dalam ruang awam, kumpulan yang mempunyai minat mengenainya adalah orang awam atau kumpulan bukan perekabentuk. Perbezaan antara kumpulan perekabentuk dan bukan perekabentuk tentang penilaian estetik telah mencipta jurang perbezaan keakraban kepada seni awam. Kajian ini membandingkan kesamaan dan ketidaksamaan kecenderungan dan nilai emosi terhadap 24 gambar arca berwarna sebagai seni awam di Tehran antara perekabentuk dan kumpulan bukan perekabentuk. Kajian ini menyelidik ciri simbolisma, fizikal dan konsep arca yang berkaitan dengan pandangan global dan tindakbalas efektif antara dua kumpulan tersebut. Kaedah “Affect Grid” telah digunakan bagi mengukur ekspresi emosi responden melalui dimensi “keseronokan” dan “keterujaan”. Proses andaian hasil penyelidikan telah dibentangkan melalui ‘Lens Model’ Brunswick sebagai kesimpulan terhadap pembolehubah mana yang menyumbang kepada penilaian bagi setiap kumpulan. Merujuk kepada kajian sebelum ini, kajian ini mengesahkan bahawa terdapat ketidaksamaan yang jelas antara penilaian kedua-dua kumpulan. Gabungan antara kedua-dua kumpulan itu adalah hasil daripada definisi keseluruhan penanda kajian. Walaupun terdapat perkaitan pembolehubah kajian antara kedua-dua kumpulan, mereka tidak mendefinisi pembolehubah secara sekata. Hasil penyelidikan telah digunapakai untuk meneroka setakat mana ketidaksamaan antara kumpulan perekabentuk dengan bukan perekabentuk dalam penggunaan tanda kajian. Secara tradisi, ada cadangan elemen keseragaman dalam menentukan keputusan perekabentuk dikalangan perekabentuk tetapi kajian menunjukkan perekabentuk bersifat sekata berbanding bukan perekabentuk dalam menilai arca bandaran. Oleh kerana asas ketidaksetujuan antara kedua kumpulan berkaitan dengan kepelbagaian makna pembolehubah bagi setiap kumpulan, kajian ini mencadangkan penggunaan perkakas piktorial kerana ianya adalah lebih bersesuaian bagi pengukuran jenis ini.